Orders Order / Rev: 201614 Alt Order #: 06844803 Product Desc: 9/4-9/10 PRIORITIES USA 1559 Estimate: 09/04/12 - 09/10/12 Petry Philadelphia Flight Dates: Primary AE: Original Date / Rev: 08/27/12 / 09/12/12 Sales Office: P-PHI REG Order Type: Sales Region: Nat **Mundy Katowitz Media** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 1322 G Street, Southeast EOM/EOC Washington, DC 20003 Agency Commission: 15% Advertiser Name: **POL/Priorities USA Action** A35+ New Business Thru: Demographic: **Product Codes:** PL2 Order Separation: 00:15:00 Priority: P2 Advertiser External ID:

Bill Plan

| Dill I lall | | | | |
|-------------|----------|---------|--------------|-------------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount |
| 08/27/12 | 09/10/12 | 31 | \$18.800.00 | \$15,980,00 |

Totals

Agency External ID:

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|---------|--------------|-------------|--------|
| September 2012 | 31 | \$18,800.00 | \$15,980.00 | 0.00 |
| Totals | 31 | \$18.800.00 | \$15,980,00 | 0.00 |

IN7584/SP7302

Print Date 09/23/12 14:06:42

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

AGY, POL, POL-ISS

| Order Share | Share | Total |
|-------------|-------|-------------|
| WAVY | 33% | \$18,800.00 |
| Market | 100% | \$56,969.70 |

Revenue Codes:

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| NFLWS | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WGNT | 6% | \$3,418.18 |
| WHRO | 0% | \$0.00 |
| WPEN | 0% | \$0.00 |
| WPXV | 0% | \$0.00 |
| WTKR | 23% | \$13,103.03 |
| WTVZ | 4% | \$2,278.79 |
| WVBT | 8% | \$4,557.58 |
| WVEC | 26% | \$14,812.12 |

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|-------------|---------|----------|----------------|------------|-----------|-----------|--------|-----|-------------|----------|-------|----------|
| E 1 WAVY 0 | 9/04/12 | 09/04/12 | WAVY News @ \$ | Sunrise CM | 5a-6a | - T | :30 | 1 | \$700.00 P1 | 0.00 NM | 1 | \$700.00 |
| | | | WAVY News @ | Sunrise | | | | | | | | |
| EARLY AN | M NEWS | | | | | | | | | | | |
| Start I | Date E | nd Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/03 | 3/12 0 | 9/09/12 | - T | 1 | \$700.00 | 0.00 | | | | | | |
| E 2 WAVY 0 | 9/10/12 | 09/10/12 | WAVY News @ \$ | Sunrise CM | 5a-6a | M | :30 | 1 | \$700.00 P1 | 0.00 NM | 1 | \$700.00 |
| | | | WAVY News @ | Sunrise | | | | | | | | |

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Order / Rev: 201614 Advertiser: POL/Priorities USA Action

Alt Order #: 06844803 Product Desc: 9/4-9/10 PRIORITIES USA WAVY

Flight Dates: 09/04/12 - 09/10/12 Estimate: 1559

| Ln Ch Start EARLY AM NE | | Inventory Code | Break | Start/End | Time Days | Len | Spots | Rate Pri | Rtg Type | Spots | Amount |
|-----------------------------------|----------------------|-------------------------------------|-------------------|-------------------------|----------------|-----|-------|------------------------------|------------|----------|------------|
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/10/12 | 09/16/12 | M | 1 | \$700.00 | 0.00 | | | ^ | | | |
| E 3 WAVY 09/07/ | 12 09/07/12 | WAVY 6AM News WAVY 6AM News | | 6a-7a | F | :30 | 1 | \$2,000.00 P1 | 0.00 NM | 1 | \$2,000.00 |
| AM NEWS | E. J.D. | Maralista | 0 | Data | Dating | | | | | | |
| Start Date Week: 09/03/12 | End Date 09/09/12 | Weekdays F | Spots/Week 1 | Rate \$2,000.00 | Rating 0.00 | | | | | | |
| E 4 WAVY 09/04/ | 12 09/04/12 | Today Show M-F Today Show M-F | СМ | 7a-9a | - T | :30 | 1 | \$2,000.00 P1 | 0.00 NM | 1 | \$2,000.00 |
| TODAY SHOW | | roday onow wr | | | | | | | | | |
| Start Date Week: 09/03/12 | End Date 09/09/12 | Weekdays - T | Spots/Week 1 | Rate \$2,000.00 | Rating 0.00 | | | | | | |
| E 5 WAVY 09/10/ | | Today Show M-F | CM | 7a-9a | M | :30 | 1 | \$2,000.00 P1 | 0.00 NM | 1 | \$2,000.00 |
| TODAY SHOW | | Today Show M-F | 5 | | | .00 | · | ψ=,σσσ.σσ | 0.00 | | ψ=,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/10/12 | 09/16/12 | M | | \$2,000.00 | 0.00 | | | | | | |
| E 6 WAVY 09/04/ | 12 09/04/12 | Today Show 2 | CM | 9a-10a | - T | :30 | 1 | \$500.00 P1 | 0.00 NM | 1 | \$500.00 |
| | | Today Show 2 | | | | | | | | | |
| TODAY SHOW | | | | _ | | | | | | | |
| Start Date Week: 09/03/12 | End Date 09/09/12 | <u>Weekdays</u> - T | Spots/Week 1 | <u>Rate</u> \$500.00 | Rating 0.00 | | | | | | |
| E 7 WAVY 09/07/ | | Today Show 2 | CM | 9a-10a | F | :30 | 1 | \$500.00 P1 | 0.00 NM | 1 | \$500.00 |
| LI WAVI 09/01/ | 12 09/01/12 | Today Show 2 | Civi | 3a-10a | 1 | .50 | ' | ψ300.001 1 | 0.00 14101 | l ' | ψ500.00 |
| TODAY SHOW | 2 | , | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/03/12 | 09/09/12 | F | 1 | \$500.00 | 0.00 | | | | | | |
| E 8 WAVY 09/05/ | | Today Show 3 Today Show 3 | СМ | 10a-11a | W | :30 | 1 | \$400.00 P1 | 0.00 NM | 1 | \$400.00 |
| TODAY SHOW | | | | | | | | | | | |
| Start Date | End Date | <u>Weekdays</u> W | Spots/Week 1 | <u>Rate</u> | Rating | | | | | | |
| Week: 09/03/12 E 9 WAVY 09/04/ | 09/09/12 | Hampton Roads S | <u> </u> | \$400.00 11a-12p | 0.00 - T | :30 | 1 | \$200.00 P2 | 0.00 NM | 1 | \$200.00 |
| | | Hampton Roads S | | 11a-12p | -1 | .50 | | ψ200.0012 | 0.00 INIVI | | Ψ200.00 |
| HAMPTON RO | | Mookdovo | Spots/Week | Poto | Poting. | | | | | | |
| Start Date Week: 09/03/12 | End Date 09/09/12 | <u>Weekdays</u> - T | <u>Spois/Week</u> | Rate \$200.00 | Rating 0.00 | | | | | | |
| E10 WAVY 09/06/ | | | | 11a-12p | T | :30 | 1 | \$200.00 P2 | 0.00 NM | 1 | \$200.00 |
| HAMPTON RO | ADS SHOW | Hampton Roads S | SHOW | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/03/12 | 09/09/12 | T | 1 | \$200.00 | 0.00 | | | | | | |
| E11 WAVY 09/06/ | 12 09/06/12 | | | 12p-1p | T | :30 | 1 | \$300.00 P1 | 0.00 NM | 1 | \$300.00 |
| NOON NEWS | | News 10 @ Noon | l | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/03/12 | 09/09/12 | T | 1 | \$300.00 | 0.00 | | | | | | |
| E12 WAVY 09/10/ | 12 09/10/12 | WAVY News 10 @ News 10 @ Noon | | 12p-1p | M | :30 | 1 | \$300.00 P1 | 0.00 NM | 1 | \$300.00 |
| NOON NEWS | | 110110 10 0 110011 | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/10/12 | 09/16/12 | M | 1 | \$300.00 | 0.00 | | | | | <u> </u> | |
| E13 WAVY 09/04/ | 12 09/04/12 | Days of Our Lives Days of Our Lives | | 1p-2p | - T | :30 | 1 | \$350.00 P2 | 0.00 NM | 1 | \$350.00 |
| DAYS OF OUR | LIVES | , | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/03/12 | 09/09/12 | - T | 1 | \$350.00 | 0.00 | | | A O O O O O O O O O O | | | * |
| E14 WAVY 09/07/ | 12 09/07/12 | Days of Our Lives Days of Our Lives | | 1p-2p | F | :30 | 1 | \$350.00 P2 | 0.00 NM | 1 | \$350.00 |
| DAYS OF OUR | LIVES | Days of Our Lives | • | | | | | | | | |

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Order / Rev: 201614 Advertiser: POL/Priorities USA Action

Alt Order #: 06844803 Product Desc: 9/4-9/10 PRIORITIES USA WAVY

Flight Dates: 09/04/12 - 09/10/12 Estimate: 1559

| Ln Ch | Start | End | Inventory Code | Break | Start/End Ti | me Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|------------------|--------------------|------------------------|-----------------------------------|-------------------|-------------------------|----------------|--------|-----|---------------|------------|-------|-----------------|
| E14 WAVY | 09/07/1 | 2 09/07/12 | Days of Our Lives | | 1p-2p | F | :30 | 1 | \$350.00 P2 | 0.00 NM | 1 | \$350.00 |
| DAYS C | F OUR I | _IVES | Days of Our Lives | 3 | | | | | | | | |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/ | | 09/09/12 | F | CM | \$350.00 | 0.00 W | .20 | | \$200 00 D2 | 0.00 NM | 4 | ¢200.00 |
| E15 WAVY | 09/05/1 | 2 09/05/12 | M-F 2-3p The Doctors | CIVI | 2-3p | VV | :30 | 1 | \$200.00 P2 | U.UU INIVI | 1 | \$200.00 |
| | CTORS | | | | | | | | | | | |
| Sta Week: 09/ | rt Date 03/12 | End Date 09/09/12 | <u>Weekdays</u> W | Spots/Week 1 | Rate \$200.00 | Rating 0.00 | | | | | | |
| E 16 WAVY | | | M-F 2-3p | CM | 2-3p | M | :30 | 1 | \$200.00 P2 | 0.00 NM | 1 | \$200.00 |
| THE DO | OTODO | | The Doctors | | | | | | | | | |
| | OCTORS rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/ | | 09/16/12 | M | 1 | \$200.00 | 0.00 | | | | | | |
| E17 WAVY | 09/07/1 | 2 09/07/12 | M-F 4-5p | CM | 4p-5p | F | :30 | 1 | \$450.00 P2 | 0.00 NM | 1 | \$450.00 |
| ANDER | SON CO | OPER | M-F 4-5p | | | | | | | | | |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/ | | 09/09/12 | F | 1 | \$450.00 | 0.00 | | | | | | |
| E18 WAVY | 09/05/1 | 2 09/05/12 | WAVY News 10 @ News 10 @6p | ₿6p CM | 6p-630p | W | :30 | 1 | \$2,000.00 P1 | 0.00 NM | 1 | \$2,000.00 |
| 6PM NE | WS | | News 10 @op | | | | | | | | | |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/ | | 09/09/12 | W | | \$2,000.00 | 0.00 W | :30 | | \$500.00 P1 | 0.00 NM | 1 | ¢ E00.00 |
| E 19 WAVY | 09/05/1 | 2 09/05/12 | Tonight Show/Jay Tonight Show w/L | | 1134p-1237a | vv | .30 | 1 | \$500.00 PT | U.UU INIVI | ' | \$500.00 |
| | NIGHT S | SHOW | Ü | | | | | | | | | |
| Sta Week: 09/ | rt Date | End Date 09/09/12 | <u>Weekdays</u> W | Spots/Week 1 | <u>Rate</u> \$500.00 | Rating 0.00 | | | | | | |
| E 20 WAVY | | | Tonight Show/Jay | · · · · · · | 1134p-1237a | | :30 | 1 | \$500.00 P1 | 0.00 NM | 1 | \$500.00 |
| | | | Tonight Show w/L | | ' | | | | • | | | · |
| | NIGHT S rt Date | SHOW End Date | Weekdays | Spots/Week | Pata | Rating | | | | | | |
| Week: 09/ | | 09/16/12 | M | <u>3pois/week</u> | <u>Rate</u> \$500.00 | 0.00 | | | | | | |
| E 21 WAVY | 09/07/1 | 2 09/07/12 | Late Night/Jimmy | | 1237a-136a | F | :30 | 1 | \$150.00 P1 | 0.00 NM | 1 | \$150.00 |
| JIMMY I | FALLON | | Late Night w/Jimr | ny Fallon | | | | | | | | |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/ | | 09/09/12 | F | 1 | \$150.00 | 0.00 | | | | | | |
| E 22 WAVY | 09/05/1 | 2 09/05/12 | WAVY Early Toda WAVY Early Toda | | 430-5a | W | :30 | 1 | \$200.00 P1 | 0.00 NM | 1 | \$200.00 |
| EARLY | TODAY | | WAVI Lally Touc | ay IVI-111 | | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/ | | 09/09/12 | WAVY Early Toda | 1 Now@M | \$200.00 430-5a | 0.00 - T | :30 | 1 | \$200.00 P1 | 0.00 NM | 1 | \$200.00 |
| L Z3 WAVI | 09/04/1 | 2 09/04/12 | WAVY Early Toda | | 430-3a | - 1 | .30 | ' | φ200.00 Γ 1 | O.OO INIVI | · ' | φ200.00 |
| EARLY | | | | | | | | | | | | |
| Sta Week: 09/ | rt Date 03/12 | End Date 09/09/12 | <u>Weekdays</u> - T | Spots/Week 1 | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| E 24 WAVY | | | WAVY News 10 S | | 6a-7a | S- | :30 | 1 | \$500.00 P1 | 0.00 NM | 1 | \$500.00 |
| | | | WAVY News 10 S | Sa 6a | | | | | | | | |
| | DAY EAF rt Date | RLY AM NE\ End Date | VS Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/ | | 09/09/12 | S- | <u> </u> | \$500.00 | 0.00 | | | | | | |
| E 25 WAVY | 09/08/1 | 2 09/08/12 | WAVY News 10 S | | 7a-8a | S- | :30 | 1 | \$800.00 P1 | 0.00 NM | 1 | \$800.00 |
| QATI IDI | DAY AM | NEWS | WAVY News 10 S | Sa 7a | | | | | | | | |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 09/ | 03/12 | 09/09/12 | S- | 1 | \$800.00 | 0.00 | | | | | | |
| E 27 WAVY | 09/08/1 | 2 09/08/12 | | CM | 7p-8p | S- | :30 | 1 | \$300.00 P2 | 0.00 NM | 1 | \$300.00 |

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Order / Rev: 201614 Advertiser: POL/Priorities USA Action

Alt Order #: 06844803 Product Desc: 9/4-9/10 PRIORITIES USA WAVY

Flight Dates: 09/04/12 - 09/10/12 Estimate: 1559

| Ln Ch Start End | · · · · · · · · · · · · · · · · · · · | Start/End | Γime Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|--|---|------------|-----------|----------|-----|---------------------------|----------|-------|-------------|
| | Sa 7-8p Sa 7-8p | | | | | | | | |
| ENTERTAINMENT THIS WE | • | | | | | | | | |
| Start Date End Date | Weekdays Spots/Week | | Rating | | | | | | |
| Week: 09/03/12 09/09/12 | S- 1 | Ψ000.00 | 0.00 | | | | | | |
| E 28 WAVY 09/09/12 09/09/12 | WAVY News 10 Sunday@M WAVY News 10 Sunday 6a | 6a-7a | S | :30 | 1 | \$500.00 P1 | 0.00 NM | 1 | \$500.00 |
| SUNDAY EARLY AM NEWS | | | | | | | | | |
| Start Date End Date | Weekdays Spots/Week | | Rating | | | | | | |
| Week: 09/03/12 09/09/12 | S 1 | Ψ000.00 | 0.00 | | | | | | |
| E 29 WAVY 09/09/12 09/09/12 | • | 7a-8a | S | :30 | 1 | \$800.00 P1 | 0.00 NM | 1 | \$800.00 |
| SUNDAY AM NEWS | WAVY News 10 Sunday 7a | | | | | | | | |
| Start Date End Date | Weekdays Spots/Week | Rate | Rating | | | | | | |
| Week: 09/03/12 09/09/12 | S 1 | \$800.00 | 0.00 | | | | | | |
| E 30 WAVY 09/09/12 09/09/12 | · | 6p-7p | S | :30 | 1 | \$500.00 P1 | 0.00 NM | 1 | \$500.00 |
| SUNDAY 6PM NEWS | WAVY News 10 Sun 6p | | | | | | | | |
| Start Date End Date | Weekdays Spots/Week | Rate | Rating | | | | i | | |
| Week: 09/03/12 09/09/12 | S 1 | \$500.00 | 0.00 | | | | | | |
| E31 WAVY 09/09/12 09/09/12 | | 12a-1a | S | :30 | 1 | \$150.00 P1 | 0.00 NM | 0 | \$0.00 |
| BROTHERS & SISTERS | Su 12-1a | | | | | | | | |
| Start Date End Date | Weekdays Spots/Week | Rate | Rating | | | | 1 | | |
| Week: 09/03/12 09/09/12 | S <u>special region</u> | \$150.00 | 0.00 | | | | Ī | | |
| <u> </u> | | t/End Time | _ | /eekdays | | | Rtg Type | | |
| 1 WAVY 09/03/12-09/09/12 S Credited | Su 12a-1a 12a | -1a | = : | S | u | :30 (\$150.00) | 0.00 NM | | |
| [No MG needed] | | | | | | | | | |
| N32 WAVY 09/09/12 09/09/12 | PGA CM | PGA | S | :30 | 1 | \$250.00 P3 | 0.00 NM | 1 | \$250.00 |
| | PGA | | | | | • | | | |
| Start Date End Date | Weekdays Spots/Week | | Rating | | | | | | |
| Week: 09/03/12 09/09/12 | S 1 | \$250.00 | 0.00 | | | | | | |
| N33 WAVY 09/08/12 09/09/12 | PGA CM PGA | PGA | S- | :30 | 1 | \$250.00 P3 | 0.00 NM | 1 | \$250.00 |
| Start Date End Date | Weekdays Spots/Week | Rate | Rating | | | | l | | |
| Week: 09/03/12 09/09/12 | S- <u>opoto/vveck</u> | \$250.00 | 0.00 | | | | į | | |
| | | | | | | | Totals | 31 | \$18,800.00 |